

EXECUTIVE DIGITAL PRESENCE

SOCIAL MEDIA TRAINING



ABOUT NSC CONSULTING



The sister brand to NSC Executive & Business Coaching, we are the entity that supports you by filling in learning gaps for leaders with training, strategic planning and other results-driven deliverables. NSC Consulting operates at the cross-section of leadership development and strategic communications. It's the sweet spot that most organizations miss. We believe that rock star leaders must wield weapons of mass innovation in this competitive, digital and fast-moving marketplace, and not leave all the know-how to the corporate communications team. One of those weapons is social media. It is a key element in executive digital presence. With our discrete, one-on-one training, We reveal the mysteries of algorithms, personal brand and content strategy, publishing and engagement that will position them as knowledgeable thought leaders on behalf of their brand. Our team of trainers are ready to support you onsite or virtually by video conference and will help your leaders understand which platform(s) will allow them to shine and share the messages that will get them noticed on behalf of your company.

Call us for a meeting: 469-523-1453

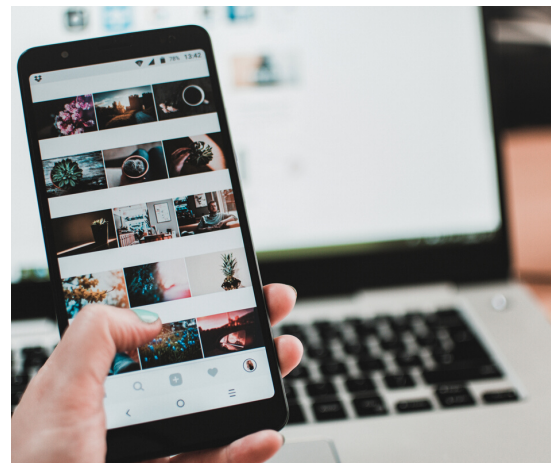
SOCIAL MEDIA TRAINING

Rockstar leaders know that having a strategy, being intentional and consistent on social media is the key to thought leadership positioning, but many don't know where to begin. or feel they are too busy to learn.

Our training arms your leaders with the know-how regarding content and personal brand strategy, the latest algorithm shifts and engagement approaches to make them efficient and effective with the one aspect of their executive digital presence that they control. Our training is tailored to your leader's knowledge of social media, and then, we develop from there.

Your leaders will learn how to unlock the kind of content that attracts what your company is really after: new clients, strategic alliances, industry peer connections and new business opportunities.

And research shows that what's good for your leader's personal brand is good for the company's brand. Smart social media employee advocacy yields higher engagement than on your owned social handles, boosts talent attraction and talent retention efforts.



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SOCIAL MEDIA TRAINING

YOUR LEAD TRAINER



L. Michelle Smith is an elite communicator with 26 years of advising and counseling executives and officers in strategic communications. About half that time, she herself spent as a leader at the officer level--in global agencies and her own companies, making VP before the age of 30. For about 12 years, she was a communications and media trainer, advising C-suite leaders how to deliver from the platform, from the NYSE, from the studios of premiere media outlets like CNBC Squawk Box, The Today Show and CNN. Fast Company once called her "one of the best media trainers in the business." She has also won awards for social and digital-first campaigns to reach niche audiences for a Fortune 10 company wanting to position itself in diversity and inclusion. She also trained and advised officers there in executive digital presence. Her boutique agency was one of the first to usher quick service and beauty brands into the social sphere during a time when no one knew what to make of Twitter or LinkedIn. Since then, she has built a formidable presence for herself as a corporate and B2B leader, professional executive and business coach and keynote speaker on social media. She has a highly-engaged, robust following on LinkedIn, Twitter and Instagram as well as a global platform. It is one of the top business shows on Apple Podcasts, The Culture Soup Podcast can be heard on every continent around the globe in 38 countries and is now one of the few fully-produced shows on LinkedInLIVE. She is the principal of NSC Consulting and is a proven, award-winning leader. She is also an adjunct professor of strategic communications at Texas Christian University's Bob Schieffer College of Communications where she sits on the Board of Visitors.

Schedule a meeting: 469-523-1453

1:1 SOCIAL MEDIA TRAINING: BASICS \$5,000

Six 50-minute online sessions conducted through video chat or in person, weekly for six weeks which will cover the following:

- Basic understanding and use of three social media platforms: LinkedIn, Twitter and Instagram, their algorithms and syntax.
- Basic understanding of how to share content on each platform based on their differences and audiences
- An overview of what kinds of content will work best to position the client on each platform
- An overview of how to use a mobile device to post, monitor and interface
- A basic understanding of engagement and publishing on each platform
- Share a basic strategy for how to engage on each platform based on the audiences the client wants to reach
- Share "guardrails" for interaction and reactive (issues)
- Deliver content calendar ideas based on three areas of thought leadership.
- At the end of the training, client will demonstrate a working knowledge of all of the above.

Intermediate and advanced sessions are available and can be quoted separately.



EXECUTIVE DIGITAL PRESENCE

SOCIAL MEDIA TRAINING



NSC STRATEGIC
CONSULTING

TALENT DEV TRAINING & WORKSHOPS | STRAT COMMS

SHIFT YOUR POINT OF VIEW

The old way of doing things doesn't work anymore. The traditional model was perfect...in a totally different environment. 15 years ago, these social media platforms didn't exist. Your leaders concerned themselves with traditional media opportunities, but even that was relegated to a few. Now, every employee has the power and influence to reach millions more than your brand's social handle alone. So why not arm them with the tools to do it effectively? NSC Consulting can support you in your efforts to do just that with one-on-one training that is in-depth, relevant and up-to-date with the trends and latest updates in an ever-evolving social sphere. We believe that rockstar leaders must have a powerful digital presence that is befitting of their stature and the companies they represent. We've done it for companies big and small and advised executives across industries. We do it for ourselves. We'd love doing it for you too.



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GETTING THE MOST FROM LINKEDIN \$6,000

Six 50-minute sessions, weekly for six weeks, conducted through video chat or in person which will cover the following:

- Basic understanding of LinkedIn basic functions and the current algorithm. Overview of tagging, hash-tagging and direct messaging etiquette and best practices for visibility and engagement.
- Overcoming fears and anxieties of raising one's visibility on LinkedIn including understanding and refining the target audience and curating content with those people in mind.
- Basic understanding of how to socialize on LinkedIn with a goal to attract the right audience and lift engagement including commenting, "liking," direct messaging, sharing rich content like videos, PDFs and articles and timing of posting
- Overview of the mechanics of a great post that will raise visibility.
- The art of the LinkedIn article.
- A brand and content session that will reveal three topic areas from which editorial can be created
- Review of all training, practical applications and demonstration of knowledge based on training.
- At the end of the training, client will demonstrate a working knowledge of all of the above.

